Amendment in Reply to Office Action of October 9, 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of Atty. Docket

AMR F. YASSIN ET AL. US 010502

Confirmation No. 8074

Serial No. 10/017,377 Group Art Unit: 2424

Filed: DECEMBER 14, 2001 Examiner: VAN HANDEL, M.P.

Title: MICRO-AUCTION ON TELEVISION FOR THE SELECTION OF

COMMERCIALS

Mail Stop Amendment Honorable Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on October 9, 2008, please amend the application and consider the remarks as follows: